



Government of **Western Australia**
Department of **Health**

‘Laugh and Learn’: Using video to engage with young people about sexual health

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Background

- WA Health has developed five short videos to educate young people aged 13-17 in WA about a range of sexual health and blood-borne virus related topics.
- New digital media such as social networking sites, websites and videos provide innovative platforms for engaging young people in sexual health education.
- Young people are identified as a priority population in the 2015-2018 WA STI Strategy, with a key action area being Prevention and Education.

Project Overview

- Aim: The development of a video resource and accompanying teacher resources which educate young people about sexual health and blood-borne viruses
- Target group: Young people aged 13-17 years in WA
- Launch date: September 2017
- Video development budget: \$30,000
- Key topics: puberty, safe sex, respectful relationships, and blood-borne virus safety

Youth Consultation

- Focus groups with year 7 to 10 students at St Hilda's Anglican School for Girls and Butler College (50 participants).
- Online survey (107 participants).
- Most young people watch funny videos online.
- The majority of young people would go online to find sexual health information.
- A government website is seen as a trustworthy resource.
- Humour is a good way to keep an audience entertained.

Youth Consultation

Safe sex

Puberty

Respectful
relationships

Sex and the
law

Sex and the
media

Gender and
sexual
diversity

Using the
healthcare
system

Video Production

- ABC's *You're Skitting Me* – right audience, right tone
- Resulted in collaboration with *You're Skitting Me* cast members, script writers and production team who followed our content brief

'Laugh and Learn': The Final Product

- Five youth videos were launched in September 2017
- Hosted on '[Laugh and learn](#)' web page on getthefacts.com.au



Youth Video Promotion

- Online approach to drive visitors to getthefacts.com.au to watch the videos
- Target audience: 13 to 17 year olds in WA
- Media budget: \$9,000
- Timing: September to October 2017

Collateral

- Cut down 30 second 'pre-roll' videos for YouTube
 - [Blood-borne virus safety](#)
 - [Puberty](#)
- Teaser 10 second Snapchat video
- Instagram image



Youth Video Analytics

A high level of youth video engagement was achieved:

- Nearly 30,000 pre-roll video views
- More than 3000 video views via the campaign web page
- Just over 1 million targeted campaign impressions and nearly 170,000 individual people reached
- Nearly 8,000 people clicked through to the website
- High click through rate of 1.59% (*industry standard as at Aug 2017 = 0.04%*)
- More than 1,000 people engaged with the content via social comments, shares, likes or reactions

Conclusion

- Video is an engaging and well-responded to method of communicating with young people about sexual health and blood-borne viruses.
- A high reach was achieved within the target group, potentially contributing to awareness around sexual health and blood-borne virus topics among young people.
- Teacher resources are being developed to ensure understanding of the video topics among young people.

What's next?

- More videos! New topics will be sexual and gender diversity, sex and the media, and pornography.

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Questions?

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